

GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

YAT & C (PMU) Department - Tourism Promotion - Empanelment of Media Consultant for Andhra Pradesh Tourism - Orders - Issued.

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YOUTH ADVANCEMENT TOURISM AND CULTURE (PMU) DEPARTMENT

G.O.Rt.No. 496

Dated: 25-06-2013

Read the following:-

1. G.O.Rt.No. 723, YAT & C (PMU) Department, Dated: 01-10-2012.
2. Government Letter No. 4430/PMU/EO/2012, YAT & C (PMU) Department, Dated: 05-12-2012.
3. Government Note No. 4430/PMU/EO/2012, YAT & C (PMU) Department, Dated: 16-02-2013.
4. Government Note No. 4430/PMU/EO/2012, YAT & C (PMU) Department, Dated: 23-05-2013 (M/s. JWT, Mumbai).
5. Government Note No. 4430/PMU/EO/2012, YAT & C (PMU) Department, Dated: 23-05-2013 (M/s. Adfactors, Mumbai)
6. Government Note No. 4430/PMU/EO/2012, YAT & C (PMU) Department, Dated: 23-05-2013 (M/s. Ogilvy & Matter Pvt. Ltd, Bangalore)
7. Government Note No. 4430/PMU/EO/2012, YAT & C (PMU) Department, Dated: 20-06-2013.

ORDER:

Government, as part of promotion of Tourism in the State have decided to undertake National & International Media Campaigns through print, electronic, outdoor and online for 'A.P. Tourism' in key source markets in India and Abroad. The objective of the proposed campaigns is to generate awareness about the tourism products and destinations of the State, to promote Andhra Pradesh as a preferred tourist destination in the source markets in India & Overseas and to increase A.P.'s share of the Indian & Global Tourism Market. The Agency shall act as the official "Media & Public Relations Consultant" (MPRC) to YAT & C (PMU) Department who shall integrate, plan, successfully implement and deliver all promotional and marketing activities.

2. In the reference 1st read above, Government have appointed M/s. APPFCS Limited, Hyderabad as consultant to undertake Bid Process Management Consultancy Services for "Appointment of Media and Public Relations Consultant" for Tourism Department with a consultation fee of Rs.2.50 Lakhs.

3. In the reference 2nd read above, Government have published the RFP notification in The Economic Times (All editions) on 7th December, 2012 for appointment of "Creative Media and Public Relations Consultant". Accordingly, five agencies has responded and submitted their 'Request for Proposal viz., (i) M/s. DDB Mudra Pvt.Ltd., (ii) M/s. Ogilvy & Mather Pvt.Ltd., (iii) M/s. JWT Mindset Advertising Pvt.Ltd. - A Unit of Hindustan Thompson Associates Pvt.Ltd., (iv) M/s.Adfactors Advertising and (v) Beehive Communications Pvt.Ltd.,.

4. In the reference 3rd read above, Government have constituted Evaluation Committee for selection of Media and Public Relations Consultant for A.P. Tourism. The Committee has short listed 3 agencies viz., (i) M/s. Ogilvy & Mather Pvt.Ltd., (ii) M/s. JWT Mindset Advertising Pvt.Ltd. (iii) M/s.Adfactors Advertising and issued letter of intent & negotiation to all 3 'Short-listed Media & PR Consultants. Accordingly, M/s.Adfactors Advertising and M/s.JWT Mindset Advertising Pvt.Ltd., confirmed their formal acceptance for the 'Allocation' and 'Professional Fee' as negotiated. M/s.Ogilvy & Mather Pvt.Ltd., has neither confirmed their formal acceptance for the 'Allocation' and 'Professional Fee' nor provided the required 'Performance Bank Guarantee' within the stipulated time, hence Government in the reference 6th read above has issued letter of Cancellation to M/s.Ogilvy & Mather Pvt.Ltd., and issued Letter of Award to (i) M/s. JWT Mindset Advertising Pvt.Ltd. (ii) M/s.Adfactors Advertising and they have accepted the Letter of Award and its terms & condition for empanelling their agencies as Media & PR Consultant for A.P. Tourism.

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5. Government after careful examination of the matter hereby empanel the following two agencies for undertaking National & International Media Campaigns through print, electronic, outdoor and online for 'A.P. Tourism' in key source markets in India and Abroad for w.e.f. **23-05-2013**.

- (i) M/s Adfactors Advertising, Mumbai, with the following 'Scope of Work and Professional Fee'

S.No.	Activity & Scope of Work	Professional Fes INR./Annum
1.	Public Relations Retainer - Carrying out of all kinds of PR exercises and related activities	Rs.30,00,000/-
2.	Assistance in Selection of Empanelment of Vendors and Collateral Production & Printing	Rs.3,00,000/-
3.	Representation & Participations in the Events & Overall Supervision and Organizing of Road Shows & Trade Fairs.	Rs.27,00,000/-
4.	Process Management of Promotional Campaigns, Promotional Work & Radio Production.	Rs.18,00,000/-
5.	Preparation of Integrated Promotion Plan (IPP) and Action Plans	Rs.5,00,000/-
TOTAL		Rs.83,00,000/-

- (ii) M/s. JWT Mindset Advertising Private Limited, Mumbai, with following Scope of Work and Professional Fee

S.No.	Activity & Scope of Work	Professional Fes INR./Annum
1.	Creative Retainer: Photo & Image Sourcing, Preparation of Creative's, Artworks & Content for various Media	Rs.24,00,000/-
2.	Print Media Retainer: Content for Print Media, ATL & Other Media Space Buying and Release of Ads	Rs.21,00,000/-
3.	Visual Media Retainer: Visual Media Creative's and Films / Content for TVC.	Rs.24,00,000/-
TOTAL		Rs.69,00,000/-

6. The period of empanelment is for one year w.e.f. from **23-05-2013**.

7. Government further reserves the right to empanel more agencies on case to case basis in future whenever such need arises.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

**CHANDANA KHAN
SPECIAL CHIEF SECRETARY TO GOVERNMENT**

To

M/s Adfactors Advertising, Mumbai.

M/s. JWT Mindset Advertising Private Limited, Mumbai.

The Assistant Secretary to Government and Drawing & Disbursing Officer,
YAT & C (PMU) Department.

The Deputy Pay & Accounts Officer, Secretariat Branch, Hyderabad.

The YAT & C (PMU-Claims) Department.

Copy to:

PS to Minister for Tourism (T)

PS to Special Chief Secretary to Government (T)

SF/SCs.

//FORWARDED :: BY ORDER//

SECTION OFFICER